

# MKTG 3351 : Marketing Research

The role of information in marketing decision-making. Application of statistical and marketing concepts and techniques in the collection and analysis of primary and secondary data. Prerequisites: [MATH 1353](#), 3332 and [MKTG 3343](#).

**Credits** 3

**Course ID**

001836

**Requisites**

[MKTG 3351](#) Prerequisites: [MATH 1353](#), 3332; [MKTG 3343](#)